

AMENDMENTS TO THE SPECIFICATION

Please amend the specification as follows:

Page 3, Paragraph 3

Moreover, according to a preferred embodiment, this invention provides a computer system of advertising to at least one viewer wherein by permitting display to such at least one viewer of at least one advertisement of at least one advertiser, such viewer may qualify to win at least one prize, comprising: displaying such advertisement to such viewer for a first period of time; and displaying to such viewer, in connection with such displaying of such advertisement, an immediate opportunity to submit at least one entry to win such at least one prize; wherein such viewer is offered such immediate opportunity only after such advertisement has been displayed to such viewer for a second period of time; wherein such immediate opportunity is offered to such viewer only for a third period of time so that the opportunity is a fleeting opportunity; wherein the second period of time is no more than about the first period of time; and wherein the third period of time is no less than about five seconds. And it provides such a system wherein the first period of time is no less than about five seconds; and, further, wherein the second period of time is no less than about five seconds; and, further, wherein the second period of time is no more than about thirty seconds; and, further, wherein the third period of time is no more than about thirty seconds so that the opportunity is a fleeting opportunity. It also provides such a system wherein: the second period of time is no less than about five seconds; and the second period of time is no more than about twenty seconds. And it provides such a system further comprising: receiving such at least one entry from such viewer; and selecting such at least one entry as at least one winning entry to receive such at least one prize. Further, it provides such a system further comprising displaying to such viewer an entry system

structured and arranged to implement such submission of such at least one entry by viewer "clicking" of at least one designated area of a viewer display device; and, further, wherein such viewer "clicking" is accomplished by only one "click"; and, further wherein such designated area comprises at least one button. Also, it provides such a system wherein such entry system is further structured and arranged to include an optional viewer-opportunity to request information from such advertiser; and, further, wherein such entry system is further structured and arranged to include an optional viewer-opportunity to request linking such viewer to a website of such advertiser. And it provides such a system wherein such button comprises, at least in part, essentially the words "Enter Me". Also it provides such a system further comprising displaying to such viewer an indication of when such offer will be made of such immediate opportunity to submit such at least one entry to win such at least one prize; and further, wherein such displaying of such advertisement to such viewer comprises such indication; and, further, wherein such indication comprises a countdown of essentially how much time remains of such second period of time. It further provides such a system further comprising: selecting such advertisement to transmit to such viewer from a category of such advertisements requested by such viewer; and selecting such advertisement to transmit to such viewer from a list of advertisers selected by such viewer; wherein such advertisement comprises a dynamic interstitial advertisement.

Page 4, paragraph 2

In addition, in accordance with a preferred embodiment hereof, this invention provides a system of advertising, comprising: preparing an advertisement for display to a viewer in exchange for offering the viewer an opportunity to submit an entry to win a prize in conjunction with viewing the advertisement wherein the opportunity to submit the entry is only available after the advertisement has been displayed to the viewer for a period of time;

transmitting the advertisement to an ad server for transmission to viewers; receiving viewer contact information for each viewer selected to win a prize; and transmitting each selected viewer a prize. And, according to another preferred embodiment, it provides a computer system of advertising to at least one viewer wherein, by viewing at least one advertisement of an advertiser, such viewer may qualify to win at least one prize, comprising: storing a plurality of such advertisements on at least one server; registering a plurality of such viewers by obtaining viewer information data for each such viewer including at least such viewers' contact information; and implementing display of at least two of such plurality of such advertisements to at least one selected viewer for display in series on a viewer interface device, such implementing being structured and arranged to provide displaying of each individual advertisement to such selected viewer for a first period of time, displaying to such selected viewer, in connection with the display of such individual advertisement, of an immediate opportunity to submit at least one entry to win such at least one prize, wherein such selected viewer is offered such immediate opportunity only after such individual advertisement has been displayed to such selected viewer for a second period of time, wherein such immediate opportunity is offered to such selected viewer only for a third period of time so that the opportunity is a fleeting opportunity, wherein the second period of time is no more than about the first period of time, and wherein the third period of time is no less than about five seconds; and determining for each such individual advertisement whether each such selected viewer chose to submit an entry for the associated prize; identifying any such selected viewers, who chose to submit an entry, as entrants; selecting at least one such entrant as a winner to receive such at least one prize; and notifying such at least one winner of a winning of such at least one prize.

Page 5, paragraph 2

Yet additionally, in accordance with a preferred embodiment hereof, this invention provides a computer system of advertising to at least one viewer wherein by permitting display to such at least one viewer of at least one advertisement of at least one advertiser, such viewer may qualify to win at least one prize, comprising: means for displaying such advertisement to such viewer for a first period of time; and means for displaying to such viewer, in connection with such displaying of such advertisement, an immediate opportunity to submit at least one entry to win such at least one prize, so that such viewer is offered such immediate opportunity only after such advertisement has been displayed to such viewer for a second period of time, and such immediate opportunity is offered to such viewer only for a third period of time so that the opportunity is a fleeting opportunity; wherein the second period of time is set at no more than about the first period of time; and wherein the third period of time is set at no less than about five seconds.

Page 20, paragraph 2

Proceeding to step 540, the ad is received and displayed to the viewer 106 via the viewer interface device 104 and browser. It is provided that during the first portion of the ad, the viewer 106 is not offered the opportunity to enter to win the prize, request information, etc., i.e., there are no interactive elements present or active. As shown in step 545, during a second portion of the ad, links offering the opportunity to enter to win a prize, request information, add an advertiser link to the viewer's log, or go to the home page are either displayed or activated. The links then remain active for the duration of the ad. Alternatively, as discussed above and in more detail below, the links may remain active for only a limited third period of time, so that the links present, *inter alia*, only a fleeting opportunity to submit an entry to win a prize. The timing

of the link presentation or activation may be controlled through an associated method or code, such as Java or HTML, that instructs the browser to display the links and receive a response from the viewer 106. The effect of the delay before presenting the links is to prevent viewers from submitting entries without watching the ad and encourage the viewer to watch the ad while waiting for the links to appear or be activated.

Page 25, paragraph 2

In order to better insure viewers are focusing on the ads, it is preferred to set a time limit for the entry buttons. For example, from the time they become live/available, they could only be available to click-to-enter for a pre-set period of time (preferably about 15 seconds), or until one is clicked on, whichever occurs sooner so that the opportunity to submit an entry is a fleeting opportunity. At that point, the ad will automatically close/exit.